

eAuction Of Power Plant



CASE STUDY

Client

Our client is a State Govt Enterprise and the company is into the generation, transmission and distribution of power.

They engaged us for selling their plants through Inspection & Valuation of their obsolete assets, identifying the potential buyers and eAuction. Assets from a 110 MW thermal power plant & coke oven plant were on sale.

Client's Objective



To achieve the best market price for their old and used idle assets.



To determine the present saleable value of the plant.



Only credible & pre-qualified buyers to participate in the e-auction.



The entire plant of 110 MW Thermal power plant and coke oven plant was auctioned in a single lot.

Challenges



The client did not have a methodology to arrive at the reserve price.



Stringent payment and lifting terms implemented by the client which is not in line with the standard industry practices.



To facilitate individual onsite inspection by multiple buyers on a single day.

Solutions



Two stage service model implemented - Phase I: Valuation of the plant and approval on the valuation report. Phase II: eAuction conducted.



Market favorable terms and conditions were suggested by us post taking detailed feedback from potential buyers.



Individual Inspections by buyers were facilitated to prevent cartelization



Publicized the sale through campaigns and social media platforms



End users & large refurbishers with prior experience of dismantling high value plants were on-boarded.



Outcomes

INR 106 Cr price discovered

44.6% price appreciation achieved

31 bidders from Pan India participated

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